

ORDER

Orders

Order / Rev:	725334
Alt Order #:	06398435
Product Desc:	OBAMA FOR AMERICA
Estimate:	2272
Flight Dates:	10/27/12 - 11/06/12
Original Date / Rev:	11/05/12 / 11/05/12
Order Type:	Political



KARE

Primary AE:	Jim Quinn
Sales Office:	T-PHI
Sales Region:	NAT

Agency

Name:	Greer Margolis Mitchell/ Pol
Buying Contact:	
Billing Contact:	
	3050 K St NW
	Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser

Name:	Obama/D/President
Demographic:	A35+
Product Codes:	PL-Presidential,Political,PL-Federal
Priority:	P-2
Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	1	\$2,900.00	\$2,465.00
10/29/12	11/04/12	28	\$94,300.00	\$80,155.00
11/05/12	11/11/12	26	\$61,400.00	\$52,190.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$2,900.00	\$2,465.00	0.00
November 2012	54	\$155,700.00	\$132,345.00	0.00
Totals	55	\$158,600.00	\$134,810.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/29/12	11/02/12	M-F 6-7a	CM	6-7a	MTWTF--	1:00	2	\$2,000.00	P-4	0.00	NM	2	\$4,000.00
KARE 11 Sunrise M-F															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/29/12	11/04/12	MTWTF--	2	\$2,000.00	0.00									
2	KARE	11/05/12	11/06/12	M-F 6-7a	CM	6-7a	MT-----	1:00	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
KARE 11 Sunrise M-F															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	11/05/12	11/11/12	MT-----	1	\$2,000.00	0.00									
3	KARE	10/29/12	11/02/12	Today Show	CM	7-9a	MTWTF--	1:00	3	\$1,800.00	P-4	0.00	NM	3	\$5,400.00
Today Show															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/29/12	11/04/12	MTWTF--	3	\$1,800.00	0.00									
4	KARE	11/05/12	11/06/12	Today Show	CM	7-9a	MT-----	1:00	2	\$2,000.00	P-4	0.00	NM	2	\$4,000.00
Today Show															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	11/05/12	11/11/12	MT-----	2	\$2,000.00	0.00									
5	KARE	10/29/12	11/02/12	M-F 10-11a	CM	10-11a	MTWTF--	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
TODAY															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/29/12	11/04/12	MTWTF--	1	\$250.00	0.00									
6	KARE	11/05/12	11/06/12	M-F 3-4p	CM	3-4p	MT-----	1:00	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
DR OZ															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										

Order / Rev: 725334
Alt Order #: 06398435
Flight Dates: 10/27/12 - 11/06/12

Advertiser: Obama/D/President
Product Desc: OBAMA FOR AMERICA
Estimate: 2272

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
6	KARE	11/05/12	11/06/12	M-F 3-4p DR OZ	CM	3-4p	MT-----	1:00	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 MT----- 2 \$1,000.00 0.00														2	\$2,700.00
7	KARE	10/29/12	11/02/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	1:00	2	\$1,350.00	P-4	0.00	NM	2	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 2 \$1,350.00 0.00														3	\$8,100.00
8	KARE	10/29/12	11/02/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	1:00	3	\$2,700.00	P-4	0.00	NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 3 \$2,700.00 0.00														1	\$3,950.00
9	KARE	11/05/12	11/06/12	M-F 430-5p Jeopardy	CM	430-5P	MT-----	1:00	2	\$2,000.00	P-4	0.00	NM	2	\$7,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 MT----- 2 \$2,000.00 0.00														1	\$3,950.00
10	KARE	11/05/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	1:00	2	\$3,600.00	P-4	0.00	NM	2	\$11,850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 M----- 2 \$3,600.00 0.00														1	\$3,600.00
11	KARE	10/29/12	11/02/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	1:00	1	\$3,950.00	P-4	0.00	NM	2	\$13,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 1 \$3,950.00 0.00														1	\$2,900.00
12	KARE	10/29/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	1:00	3	\$3,600.00	P-4	0.00	NM	2	\$13,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 3 \$3,600.00 0.00														1	\$2,900.00
13	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	1:00	1	\$3,600.00	P-4	0.00	NM	2	\$13,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 M----- 1 \$3,600.00 0.00														1	\$11,850.00
14	KARE	10/27/12	10/27/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	1:00	1	\$2,900.00	P-4	0.00	NM	2	\$13,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 -----S- 1 \$2,900.00 0.00														1	\$13,500.00
15	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	1:00	1	\$6,000.00	P-4	0.00	NM	2	\$13,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 M----- 1 \$6,000.00 0.00														1	\$13,500.00
16	KARE	10/29/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	1:00	2	\$6,750.00	P-4	0.00	NM	2	\$13,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 2 \$6,750.00 0.00														1	\$13,500.00
17	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	1:00	1	\$6,000.00	P-2	0.00	NM	2	\$13,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 M----- 1 \$6,000.00 0.00														1	\$13,500.00
18	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	1:00	1	\$6,750.00	P-4	0.00	NM	2	\$13,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S 1 \$6,750.00 0.00														1	\$13,500.00
19	KARE	10/29/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	1:00	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 3 \$1,300.00 0.00														1	\$3,900.00
20	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	1:00	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 M----- 1 \$2,000.00 0.00														1	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
20	KARE	11/05/12	11/05/12	Tonight Show	CM	1035pm-1135pm	M-----	1:00	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00	
				Tonight Show												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1	\$2,000.00			0.00						
21	KARE	10/29/12	10/29/12	Mon Prime	CM	658-9P	M-----	1:00	1	\$9,500.00	P-2	0.00	NM	1	\$9,500.00	
				THE VOICE		(6:58 PM-9:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1	\$9,500.00			0.00						
22	KARE	11/05/12	11/05/12	Mon Prime	CM	658-9P	M-----	1:00	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00	
				THE VOICE		(6:58 PM-9:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1	\$12,000.00			0.00						
23	KARE	10/29/12	10/29/12	Mon Prime	CM	9-10P	M-----	1:00	1	\$9,000.00	P-4	0.00	NM	1	\$9,000.00	
				REVOLUTION		(9:00 PM-10:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1	\$9,000.00			0.00						
N24	KARE	11/05/12	11/05/12	Mon Prime	CM	9-10P	M-----	1:00	1	\$12,600.00	P-4	0.00	NM	0	\$0.00	
				REVOLUTION		(9:00 PM-10:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1	\$12,600.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	1	KARE	11/05/12-11/11/12	Mon Prime		9-10P		(9:00 PM-10:00 PM)		M-----		1:00		\$12,600.00	0.00	NM
				Credited												
25	KARE	11/04/12	11/04/12	NFL Regular Season	CM	715-1030p	-----S	1:00	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00	
				Fo6M												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S		1	\$10,000.00			0.00						
26	KARE	10/30/12	11/02/12	M-F 430-5p	CM	430-5P	-TWTF--	1:00	1	\$2,700.00	P-4	0.00	NM	1	\$2,700.00	
				Jeopardy												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		1	\$2,700.00			0.00						
27	KARE	10/30/12	11/02/12	M-F 1130a-12p	CM	1130a-12p	-TWTF--	1:00	2	\$1,100.00	P-4	0.00	NM	2	\$2,200.00	
				Jeopardy												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		2	\$1,100.00			0.00						
28	KARE	10/30/12	11/02/12	M-F 1-2p	CM	1P-2P	-TWTF--	1:00	1	\$500.00	P-4	0.00	NM	1	\$500.00	
				Rachel Ray												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		1	\$500.00			0.00						
N29	KARE	11/06/12	11/06/12	M-F 430-5A	CM	430-5a	-T-----	1:00	2	\$400.00	P-1	0.00	NM	2	\$800.00	
				M-F 430-5a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-T-----		2	\$400.00			0.00						
N30	KARE	11/06/12	11/06/12	M-F 5-6a	CM	5-6a	-T-----	1:00	2	\$800.00	P-1	0.00	NM	2	\$1,600.00	
				KARE First Edition M-F												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-T-----		2	\$800.00			0.00						
N31	KARE	11/06/12	11/06/12	M-F 9-10a	CM	9-10a	-T-----	1:00	2	\$800.00	P-1	0.00	NM	2	\$1,600.00	
				M-F 9-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-T-----		2	\$800.00			0.00						
N32	KARE	11/06/12	11/06/12	M-F 10-11a	CM	10-11a	-T-----	1:00	2	\$700.00	P-1	0.00	NM	2	\$1,400.00	
				M-F 10-11a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-T-----		2	\$700.00			0.00						
N33	KARE	11/06/12	11/06/12	M-F 1130a-12p	CM	1130a-12p	-T-----	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00	
				Jeopardy												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-T-----		1	\$4,000.00			0.00						

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N34	KARE	11/06/12	11/06/12	Days of Our Lives Days of Our Lives	CM	12-1p	- T-----	1:00	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 -T----- 1 \$2,000.00 0.00															
N35	KARE	11/06/12	11/06/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	- T-----	1:00	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 -T----- 2 \$600.00 0.00															
Totals														55 \$158,600.00	